

CHELSEA DOHERTY CARR

UX/UI DESIGNER

Accomplished Lead UX/UI Designer with a focus on creating user-centered solutions. Skilled in transforming research into user stories, wireframes, and interactive prototypes, while adhering to Material Design, Human Interface Guidelines, and accessibility standards.

RECENT PROJECTS

Joyous Website *Pricing component*

Optimized pricing component across Joyous' website to make steps in getting started with Joyous more digestible and visually appealing.

Fixlefolio

Designed and launched desktop SaaS platform, Fixlefolio, to complement the Fixle mobile app based on insights from user research. Achieved a 35% adoption rate from existing users within the first 30 days.

Fixle App *Onboarding*

Revamped the onboarding strategy, resulting in a 20% reduction in fall-off rates over six months through user research, A/B testing, and iterative design improvements.

EXPERIENCE

Joyous 2025 *Contract Product Design*

Redesigned website components to better adhere to accessibility guidelines and enhance user experience.

Fixle Inc. 2022–2024 *Founding Product Design Lead*

Managed product design for all Fixle products (mobile, desktop, and tablet on Android and iOS) while owning the visual marketing strategy. Implemented iterative testing to enhance user engagement and understand needs and wants of paying customers.

New House | Marketing Agency 2021–2022, *UX/UI Designer*

Spearheaded the design and implemented Disney+ updates across screens for mobile, web, and tablet on Android and iOS.

o2kl | Creative and Marketing Agency 2021 *UX/UI Designer*

Designed clickable prototypes for insurance B2B platform on web and mobile interfaces.

USDR | Government Website 2021 *UX/UI Designer*

Curated design changes based on research, customer service data and website trends.

Juno: Communicate Mindfully 2020 *UX/UI Design Lead*

Served as Lead UX/UI Designer to launch the mobile app, collaborating closely with therapists and meditation teachers.

mindfulSF | Mental Health Group Practice 2020– Present

Website Redesign, promotional material, marketing outreach.

Bloc 2019 *Design Apprentice*

CONTACT

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SKILLS

Prototype Design

Wireframes

Hi-Fi Mock-ups

Branding

Accessibility

Website Redesign

Android/iOS

User Personas

UX Research

Survey

A/B Testing

Iterative Testing

Info. Architecture

User Flows

User Stories

Competitive Analysis

TOOLS

Figma

Sketch

Adobe Suite

HTML/CSS

Git/Github

Google Workspace

InVision

Miro

Slack

EDUCATION

Thinkful, 2019

Designer Track Graduate

California Teaching
Credential, 2018

MA University, Lowell, 2011

BFA magna cum laude